Vision
SAE Institute aims to maintain and extend its role as the world’s leading educator in creative media technology.

Mission
The Company’s primary purpose and, therefore, its resultant educational philosophy, is to provide lifelong learning opportunities that enable students to pursue their chosen careers in the fields of Audio, Multimedia, Film and other Digital Media. This philosophy translates into the provision of a variety of pathways by which students can obtain the education and training they need and is partially illustrated by SAE Institute’s decision to open many relatively small branches around the world rather than to centralise in a few very large colleges. Thus SAE Institute is able to stay in close touch with local needs and to articulate more easily with other institutions. SAE Institute encourages students from all backgrounds to undertake courses which will enable them to expand and develop their career options and opportunities.

In addition to vocational concerns, SAE Institute is interested in assisting the development of the whole person and not only the technician. SAE Institute ensures that all its students are exposed to the latest techniques, practices and trends in practical work skills whilst also developing their theoretical knowledge and aesthetic values.

Culture
Students come from diverse social, cultural, educational and artistic backgrounds, with different personalities and experiences. It is our goal to embrace those differences as an Institute and to allow each and every student to develop their own individual style and apply it onto the industry skills taught at SAE Institute. Our ultimate goal is to prepare the students for a realistic work environment making the course, facilities, lecturers as well as the atmosphere as close to the real world working environment as possible.

REGISTERED PROGRAMS

DIPLOMA IN AUDIO ENGINEERING
Validated by SAE Institute

DIPLOMA IN DIGITAL FILM PRODUCTION
Validated by SAE Institute

DIPLOMA IN MULTIMEDIA PRODUCTION
Validated by SAE Institute

DIPLOMA OF SCREEN (ANIMATION)
Validated by SAE Institute

DIPLOMA OF IT (GAMES PROGRAMMING)
Validated by SAE Institute

BACHELOR OF ARTS (HONS) AUDIO PRODUCTION
Validated by Middlesex University, UK.

BACHELOR OF ARTS (HONS) DIGITAL FILM MAKING
Validated by Middlesex University, UK.

BACHELOR OF ARTS (HONS) WEB DEVELOPMENT
Validated by Middlesex University, UK.

BACHELOR OF ARTS (HONS) INTERACTIVE ANIMATION
Validated by Middlesex University, UK.

BACHELOR OF SCIENCE (HONS) GAMES PROGRAMMING
Validated by Middlesex University, UK.
Welcome

“I founded SAE Institute to provide world-class education and training in the audio engineering and creative media sectors. It’s great you’ve chosen to consider SAE Institute and the information provided here will assist you to see the quality of our practical industry relevant courses. I also invite you to take a tour of our fantastic facilities and meet our experienced staff to find out for yourself why SAE Institute is truly leading in these fields.”

Dr. Tom Misner – President and Founder

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Bachelor of Arts (Hons) in Audio Production

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WHO WE ARE  SAE Institute located in Singapore is a Private Education Institution (PEI) that offers both local and international students a wide spectrum of creative media-based courses. SAE Institute has grown to become the largest creative media technology institute in the world with over 50 branches operating worldwide.

The first Asian branch was set up in Singapore in 1989 as the pioneer of creative media education in Singapore, offering the first such courses. Recognized for its university degrees, diplomas and short courses, SAE Institute is committed to provide lifelong learning opportunities that enable students to pursue their chosen careers in the fields of audio engineering, digital film, animation, games programming & multimedia.

SAE Institute students enjoy state-of-the-art facilities including a fully equipped world-class Solid State Logic Studio, Digidesign Control 24 Multi-track Recording Studio, HD Film Production Studio and Final Cut Pro Editing Suites; as well as professional animation & games programming workstations. SAE Institute provides practically-oriented education to all students. Students enjoy studying in a highly dynamic educational environment, with well-developed international programs taught by specialized industry lecturers within high-technology facilities.

THE SAE INSTITUTE CONCEPT

Every SAE Institute program is a unique educational concept that provides the participant with a comprehensive theoretical and practical education. SAE Institute has internationally recognised qualifications, hands-on experience with the very latest equipment and an accelerated two year Degree program. Our students attend formal classroom lectures and complete extensive practical lectures, workshops, competency assignments, exercises and creative projects with our highly trained staff. This combination of concept, quality and convenience provides our students with the sought-after SAE Institute advantage at every level of study.

Certificate level
Ranging from topics such as Basic Recording Techniques, Electronic Music Production, Video Production to Web Design and Game Level Design. These courses are primarily targeted at professionals who already are active in the media industry and either need a booster or refresher course in a particular area or individuals who wish to use these certificate courses as a stepping stone and introduction to the respective field of study to continue onto the Diploma and Degree level.

Diploma level
These courses are highly practical in nature and culminate in a Diploma qualification. These qualifications are designed to enable graduates to start working in their chosen industry upon successful course completion. The Diploma in Audio, Film, Multimedia Screen (Animation), and IT (Games Programming) are equivalent to having completed 50% of the Middlesex University Bachelor Degree.

Degree Level
Due to the intensive character of studies at SAE Institute, the Middlesex BA (Honours) academic qualifications are taught by SAE Institute in a two calendar-year accelerated structure. The first year of these Degree programs is the Diploma, the second year explores subjects at a more academic level. The Bachelor Degree qualification gives a wider range of career options. The second year of the Degree is available as a “progression” module and can be taken separately from the Diploma by any SAE Diploma graduate from around the world. The Degrees can only be taken at selected SAE Institutes which have been designated as Degree centres such as SAE Institute located in Singapore. Please Visit www.sae.edu for details on other Degree centre locations. The “progression” module is only available full time.

ACCREDITATION and PARTNERSHIP:

SAE Institute is:
- Registered with the Council for Private Education
- Awarded with EduTrust Provisional, EduTrust Cert No : EDU-3-3014
- Recognised by the Media Industry worldwide
- the pioneer in Media Education in Singapore since 1989

SAE Institute is a Private Education Institution. Registered to accept local and international students.

SAE Institute has full standing partnerships with Middlesex University, England and Qantm College, Australia.

THE SAE GROUP

IN PARTNERSHIP WITH

Middlesex University
### OVERVIEW

#### Audio Production

These courses provide students with the practical skills necessary to work in the entertainment and music industries. Students learn the technical and creative aspects of the recording process by working on complex projects in various professional studio environments. The courses cover all aspects of audio production, studio recording and live sound techniques, mixing, mastering, MIDI and modern music creation, music business, studio acoustics and the application of current technology to the music production process. Students can also go on to gain expertise in music and business management, marketing, communications, and knowledge of the contemporary 'infotainment' industry.

#### Film Production

These courses are designed to provide students with experience in all facets of digital filmmaking and production; they foster creative confidence and artistic independence in a hands-on learning environment. The courses cover the technical and creative components of filmmaking including: concept development, screen writing, camera operation, production management, directing, editing and sound design. Students create their own projects to develop skills as directors, producers and editors with the aim to become proficient filmmakers. Students can also go on to gain expertise in digital film production, business management, marketing, communications and knowledge of the contemporary 'infotainment' industry.

#### Multimedia

Students will be taught industry-standard software and the fundamental skills associated with production of multimedia projects. This includes page layout and design skills, authoring application programs, interactive media design, web site creation techniques, conceptualisation and development of multimedia projects, implementation of design and development of the final product. Students can also go on to gain expertise in multimedia production and business management, marketing and communications, knowledge of the contemporary 'infotainment' industry, advanced media authoring concepts and dynamic video and animation.

### 1st Year

<table>
<thead>
<tr>
<th>Audio</th>
<th>Film</th>
<th>Multimedia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diploma in Audio Engineering</td>
<td>Diploma in Digital Film Production</td>
<td>Diploma in Multimedia Production</td>
</tr>
<tr>
<td>Diploma in Digital Film Production</td>
<td>Bachelor of Arts (Hons) in Digital Film Making</td>
<td>Diploma in Multimedia Production</td>
</tr>
</tbody>
</table>

### 2nd Year

<table>
<thead>
<tr>
<th>Audio</th>
<th>Film</th>
<th>Multimedia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bachelor of Arts (Hons) in Audio Production</td>
<td>Bachelor of Arts (Hons) in Digital Film Making</td>
<td>Bachelor of Arts (Hons) in Web Development</td>
</tr>
<tr>
<td>Bachelor of Arts (Hons) in Digital Film Making</td>
<td>Bachelor of Science (Hons) in Games Programming</td>
<td>Bachelor of Science (Hons) in Games Programming</td>
</tr>
</tbody>
</table>

### Animation

In these courses students acquire comprehensive skills in computer-generated 2D and 3D graphics and animation using the industry’s most widely used 3D software packages. SAE Institute provides an understanding of the systems and equipment used for creating animation and the practical experience in production techniques and design concepts. Students can also go on to gain expertise in digital animation production and business management, marketing and communications, and knowledge of the contemporary 'infotainment' industry.

### Games Programming

This program will focus on specific areas that are critical to developing knowledge and skills in games programming for interactive entertainment. This program is designed to prepare graduates to undertake operational, development and managerial roles within the Interactive Entertainment industries. Students learn C++ programming and work with mathematical functions and artificial intelligence to design and program games for a variety of devices. Students opting for major studies in games programming will undertake specialised courses including character development, scriptwriting, games design and agent systems.

*The International Graduate College courses are offered and delivered by our international partner the SAE Institute International Graduate College (IGC).

These courses are available to SAE Institute graduates through distance learning.

For more information visit: [www.saegraduatecollege.com](http://www.saegraduatecollege.com)
### OVERVIEW

#### Audio Production - Course Structure

**1st Year - Diploma in Audio Engineering**

<table>
<thead>
<tr>
<th>Semester 1</th>
<th>Semester 2</th>
<th>Semester 3</th>
<th>Semester 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>100.2: Principles of Sound and Sound Production</td>
<td>104.1: Signal Processing and Aural Perception</td>
<td>201.1: Advanced Audio Post Production</td>
<td>202.2: Advanced Recording and Mixing</td>
</tr>
<tr>
<td>101.1: Introduction to Audio Technology</td>
<td>102.1: Audio Post Production</td>
<td>201.2: Television Commercial (TVC) Production</td>
<td></td>
</tr>
<tr>
<td>101.2: Studio Production</td>
<td>104.2: Acoustics and Live Sound Production</td>
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</tbody>
</table>

**Point of completion for Diploma in Audio Engineering**

<table>
<thead>
<tr>
<th>Semester 5</th>
<th>Semester 6</th>
<th>Semester 7</th>
</tr>
</thead>
<tbody>
<tr>
<td>SAE2000: Creative Media Practice</td>
<td>SAE3110: Advanced Audio Practice</td>
<td>SAE3200: Major Project (BA) (Audio)</td>
</tr>
</tbody>
</table>

**Point of completion for Bachelor of Arts (Hons) in Audio Production**

### AUDIO PRODUCTION UNITS

#### First Year - Diploma Level

**Module 100 Basic Media Studies**

100.1 Communications and Computer Technologies: This unit deals with the concept of effective communications both verbal and written. Students are taught presentation skills and project and time management. Basic computer concepts like computing hardware and data structure organization are taught in this unit as well.

100.2 Principles of Sound and Sound Production: This unit deals with the theory of sound and characteristics of the human ear which affect the human perception of sound. Students are guided through the sound production process and equipment requirements for sound production.

### COURSE INFO

#### Qualification

**Bachelor of Arts (Hons) in Audio Production**

**Duration**: 12 months Diploma + 12 months Degree full-time

**Entry Requirements**

- Completion of at least two GCE O-Level subjects including passing of English or equivalent or completion of SAE certificate; and
- Mature age of over 17 years; For international students:
  - IELTS overall band score 6.0 or above; or
  - TOEFL overall grade of 550 or above (paper-based); or
  - TOEFL overall grade of 213 or above (computer-based); or
  - TOEFL overall grade of 79 or above (internet-based); or
  - A high school transcript showing proof of satisfactory English to year 10 or higher.

#### Degree (2nd Year Only)

- Completion of SAE Diploma in Audio Engineering or equivalent; and
- Mature age of over 17 years; and
- For international students:
  - IELTS overall band score 6.0 or above; or
  - TOEFL overall grade of 550 or above (paper-based); or
  - TOEFL overall grade of 213 or above (computer-based); or
  - TOEFL overall grade of 79 or above (internet-based); or
  - A high school transcript showing proof of satisfactory English to year 10 or higher.

#### Module 101 Introduction To Studio Studies

101.1 Introduction to Audio Technology: Students are introduced to equipment used in sound production. A practical hands on approach to this unit enables them to develop a thorough working knowledge of such equipment.

101.2 Studio Production: This unit deals with the sound recording studio and students are taught proper production and post production techniques required to achieve quality sound production content.

#### Module 102 Digital Audio Production

102.1 Audio Post Production: This unit covers the synchronization of sound effects and dialogue with video. Students are taught proper synchronization techniques and timing. Location sound recording is covered in detail and students are also introduced to the art of foley recording.

102.2 Fundamentals of Digital Audio: This unit introduces audio in various digital formats and looks at the characteristics of digital as compared to analog audio. Students are taught the binary concepts which make up digital audio and the processes involved in analog to digital as well as digital to analog conversions.

#### Module 103 Applied Music Production

103.1 Applied Music Theory: This unit covers music appreciation and its genres. Students are also taught basic music theory skills which include notation, time signatures and key signatures.

103.2 MIDI and Electronic Music Production: This unit deals with the theory behind Musical Instruments Digital Interface (MIDI) and its uses in music production and audio equipment.
synchronization and control. Students are also taught the creation of sound, sound effects and loops using a number of computer softwares dealing in audio waveform synthesis.

Module 104 Acoustics and Sound Reinforcement

104.1 Signal Processing and Aural Perception: This unit deals with signal processing methods which affect human aural perception. Students are put through practical ear training exercises aimed at improving their aural perception and recognition.

104.2 Acoustics and Live Sound Production: This unit introduces the art of mixing in surround sound. Students are also taught audio mixing for film and the various techniques used in different delivery formats.

Module 201 Advanced Digital Audio/Video Production

201.1 Advanced Audio Post Production: This unit takes audio post production to the next level by introducing sound design, 3D sound mixing for film and audio for broadcast. Students are also taught audio mixing for film and the various techniques used in different delivery formats.

201.2 Television Commercial (TVC) Production: This unit goes into the visual aspects of media creation by introducing the student to video production and post production techniques. Cameras and lighting equipment are covered in detail. Students are given practical training on equipment handling and also first-hand insight into the roles of different individuals involved in video production.

Module 202 Advanced Studio Production

202.1 Mastering and Media Preparation: This unit deals with the preparation of an audio production for final delivery. Students are taught techniques which are designed to add the final “polish” to an already well recorded and mixed production. Audio delivery formats are also discussed.

202.2 Advanced Recording and Mixing: Techniques taught in unit 102.1 Studio Production are brought to a higher level with the introduction of specialized mixing and recording techniques unique to various scenarios. Tools, both hardware and software to enhance the final mix are also introduced in this unit. Students are also introduced to the art of mixing in surround sound.

The second stage of the Bachelor of Arts (Hons) in Audio Production builds on the solid sound skills gained in the Diploma in Audio Engineering. The program allows students to broaden their creative horizons and undertake substantial self-initiated, audio projects, underpinned by a strong industry and academic focus, that will help them build an enduring career as a 21st Century Audio Practitioner. Supported by Middlesex University’s revolutionary pedagogy of Learning Narratives (LUNs), featuring a flat, open structured Triple Module approach, the audio production student can flexibly pitch and undertake project driven course initiatives. Audio practitioners who wish to upgrade their qualifications and undertake specialized research and development can also apply to enter this second year program.

1. Creative Media Practice (SAE2000)
This module aims to position audio engineering knowledge and skills, acquired during the diploma phase, into a wider industry and cultural context. Students will take their existing skills and adapt them for targeted markets, cultures and platforms, challenging them to pitch and design audio projects requiring the identification, exploration and application of new skills, techniques and insights. Assessment for this module requires students to complete a substantial audio production portfolio coupled with an in-depth investigation into targeted media platform, culture and audience.

Summary of Topics:
1) Structure of the creative media industries
   - Positioning in the industry
   - Technology, communication & media
   - Literate vs non-literate culture
   - Publishing & dawn of the industry
   - Analog culture
   - Rise of mass entertainment
   - Corporate structure of the media industry
   - Computing & digital culture
   - Convergence culture/fan culture
   - Global culture industry.
2) Culture, cultural product and consumer
   - Culture & cultural object
   - Perceptual & structural variables
   - Genre cultures
   - Decoding culture
   - Metaphors and Controlling Ideas
   - Hits analysis and WOWs
3) Pitching and marketing
   - Creating an “image” in the industry
   - Target audiences & market research
   - Target media – mass & online media,
   - Press-kit components
   - Networking and scenes
   - Marketing strategies
   - Crafting the pitch
4) Related disciplines
   - Written and oral communication
   - Academic foundations - Referencing & plagiarism
   - Identifying related disciplines
   - Using Libraries and the Internet
   - Introduction to research methods

2. Advanced Audio Practice (SAE3110)
This module builds on previous knowledge and skills by engaging in more conceptually and technically advanced and specialized audio production challenges. Students are encouraged to identify, explore and evaluate advanced audio applications through lectures, workshops, research and by managing a professional project. In their assessment, they are required to examine the tensions between creative audio production and the legal, contractual and ethical requirements for professional practice. Students explore options for their continued professional development through direct research in their local and regional industries. They are encouraged to seek professional placement and to pitch creative ideas and projects to industry players.

Summary of Topics:
1) Continuing professional development
   - Professional attitudes
   - Defining yourself as a business entity,
   - Researching opportunities in the industry
   - Industry investigation & attachment activity
   - Developing your portfolio & CV
2) Business & project management
   - Business models
   - Financial strategies
   - Models of project management
   - Leadership and teamwork
   - Quality assurance & quality management
   - Deals and negotiations
3) Legal, contractual and ethical issues
   - Contract negotiation
   - Business law
   - Intellectual property law
   - Ethics & values – systems of compliance
4) Advanced audio applications
   - Electro-acoustic composition
   - Advanced Sound design
   - Advanced Audio Technology
   - Edutainment, Music Ontology, Audio Forensics, Others

3. Major Project (BA) (SAE3200) (Audio)
The major project is self-generated and may take one of many different forms. Through successful completion the student will exhibit their capacity to conduct independent research and manage a large-scale venture. The final deliverable will be of a calibre that will help progress the student into employment or postgraduate work. The project is intended to demonstrate a range of advanced skills in accordance with the requirements of a substantial level three project. Central to the module is an exploration of research methodologies and how they may be successfully employed. Students will develop a project proposal and submit this for approval. They will project manage all aspects involved in preliminary and planning phases through to realisation.

Summary of Topics:
- Potential avenues for research in the field
- Research methodologies relevant to the major project
- Development of project proposal & resources for the research project
- Advanced project development & management skills
Film Production - Course Structure

1st Year - Diploma in Digital Film Production

Semester 1

- 100.1: Communications and Computer Technologies
- 101.1: Introduction to Digital Imaging
- 100.2: Digital Audio and Video Production
- 103.1: Introduction to Post Production

Semester 2

- 102.1: Scriptwriting and Storyboarding
- 104.1: Motion Graphics
- 103.2: Audio Post Production
- 101.2: Principles of 3D Modelling

Semester 3

- 201.2: Visual FX
- 104.2: Television Commercial (TVC) Production
- 102.2: Documentary Production
- 201.1: Advanced Post Production

Semester 4

- 202.2: Music Video Production
- 202.1: Television Production

Point of completion for Diploma in Digital Film Production

2nd Year - Bachelor of Arts (Hons) in Digital Film Making

Semester 5

- SAE2000: Creative Media Practice

Semester 6

- SAE3120: Advanced Film Practice

Semester 7

- SAE3200: Major Project (BA) (Film)

Point of completion for Bachelor of Arts (Hons) in Digital Film Making

FILM PRODUCTION UNITS

First Year - Diploma Level

Module 100 Basic Media Studies

100.1 Communications & Computer Technologies: This unit aims to build fundamental technological skills and associated cognitive abilities required for participation in the creative media industry. Emphasis is placed on developing a clear understanding of the role and function of computer technology in society, and competence in handling hardware and software applications as they relate to communications, information gathering and dissemination to the market.

100.2 Digital Audio & Video Production: In this unit, the theoretical and practical implications of the use of digital video and audio are examined. Students will be provided with a range of skills and theoretical knowledge necessary for the production of digital video and audio.

Module 101: Introduction To Computer Graphics

101.1 Introduction to Digital Imaging: A foundation course in the application of design principles and elements that is fundamental to all design activities. Students will enhance their knowledge and skills to effectively apply these principles and elements as well as critically evaluate their design processes.

101.2 Principles of 3D Modelling: An introductory course in 3D modelling. In this course, students will be exposed to a wide range of tools used in 3D modelling, and will develop skills in the construction and manipulation of 3D models.

Module 102: Production Planning

102.1 Scriptwriting & Storyboarding: This unit will introduce students to the concepts and practices of developing and actualising scripts and storyboards and animatics for projects in many media.

Module 103: Fundamentals Of Post Production

103.1 Introduction To Post Production: This unit aims to install a basic working knowledge of the stages and technologies involved in a digital film project with particular emphasis on the editing process.

103.2 Audio Post Production: This unit focuses on the various elements of sound in audio post production. Workflow and file management for post production is examined as well as the techniques and
methods used by engineers and sound designers. Common surround sound formats and applications are reviewed as well as the use of time code and synchronisation formats.

Module 104: Broadcast Techniques

104.1 Motion Graphics: This unit will focus on motion graphics as a means of communicating and an art form within itself. A series of historical and contextual lectures will identify the rise of motion graphics within the motion picture industries as well as series of practical lectures with creative project based outcomes.

104.2 Television Commercial (TVC) Production, including various approaches to the television commercial (TVC) as means of communication, considering the techniques that may be implemented to effectively communicate products and/or services to an audience. Students will examine the activities involved in the three phases of film projects: pre-production; production; and post-production. The unit also develops professional attitudes for collaboration and teamwork.

Module 201: Advanced Post Production

201.1 Advanced Post Production: This unit aims to further develop student understanding of editing and post production. Students will critically analyse a variety of works identifying common editing styles. Students will examine a variety of advanced post production techniques with particular emphasis placed on professional workflow and methodologies.

201.2 Visual FX: This unit introduces students to the range of techniques and skills that comprise ‘digital visual effects’. Specialised lectures, tutorials and practical projects focus on compositing within the film and television industry. Students will acquire knowledge of animation techniques and skills in shooting live action footage suitable for integration in their projects using compositing techniques.

Module 202: Advanced Production

202.1 Television Production: The unit will examine the three phases of Television production, including various approaches to the writer, and producer and director may take. The unit also encourages respect for ‘collaboration’ and teamwork in the various stages of project development and realization.

202.2 Music Video Production: This unit explores all facets of music video production from its early origins to present day. The unit focuses on visualization through rhythm, genre and style to best represent the musicians style. Students learn the importance of pre visualization through storyboards, location photography and videography. Existing music clips are examined, studying cinematic techniques that include computer generated images (CGI), animation and visual effects (VFX).

Second Year - Degree Level

The second stage of the Bachelor of Arts (Hons) in Digital Film Making builds on the foundational film skills gained in the Diploma in Digital Film Production. The program allows students to broaden their creative horizons and undertake substantial self-initiated, digital film projects, underpinned by a strong industry and academic focus, that will help them build an enduring career as a 21st Century Film Practitioner. Supported by Middlesex University’s revolutionary pedagogy of Learning Narratives (LUNs), featuring a flat, open structured Triple Module approach, the digital film making student can flexibly pitch and undertake project driven course initiatives. Film makers who wish to upgrade their qualifications and undertake specialized research and development can also apply to enter this second year program.

1. Creative Media Practice (SAE2000): This module aims to position film making knowledge and skills, acquired during the diploma phase, into a wider industry and cultural context. Students will take their existing skills and adapt them for targeted markets, cultures and platforms, challenging them to pitch and design film projects requiring the identification, exploration and application of new skills, techniques and insights. Assessment for this module requires students to complete a substantial film production portfolio coupled with an in-depth investigation into targeted media platform, culture and audience.

Summary of Topics:

1. Structure of the creative media industries
   - Positioning in the industry
   - Technology, communication & media
   - Literate vs non-literate culture
   - Publishing & dawn of the industry
   - Analog culture
   - Rise of mass entertainment
   - Corporate structure of the media industry
   - Computing & digital culture
   - Convergence culture/fan culture
   - Global culture industry.

2. Culture, cultural product and consumer
   - Culture & cultural object
   - Perceptual & structural variables
   - Genre cultures
   - Decoding culture
   - Metaphors and Controlling Ideas
   - Hits analysis and WOWs

3. Pitching and marketing
   - Creating an “image” in the industry
   - Target audiences & market research
   - Target media – mass & online media,
   - Press-kit components
   - Networking and scenes
   - Marketing strategies
   - Crafting the pitch

4. Related disciplines
   - Written and oral communication
   - Academic foundations - Referencing & plagiarism
   - Identifying related disciplines
   - Using Libraries and the Internet
   - Introduction to research methods

2. Advanced Film Practice (SAE3120): This module builds on previous knowledge and skills by engaging in more conceptually and technically advanced and specialized audio production challenges. Students are encouraged to identify, explore and evaluate advanced film making applications through lectures, workshops, research and by managing a professional project. In their assessment, they are required to examine the tensions between creative film production and the legal, contractual and ethical requirements for professional practice. Students explore options for their continued professional development through direct research in their local and regional industries. They are encouraged to seek professional placement and to pitch creative ideas and projects to industry players.

Summary of Topics:

1. Continuing professional development
   - Professional attitudes
   - Defining yourself as a business entity
   - Researching opportunities in the industry
   - Industry investigation & attachment activity
   - Developing your portfolio & CV

2. Business & project management
   - Business models
   - Financial strategies
   - Models of project management
   - Leadership and teamwork
   - Quality assurance & quality management
   - Deals and negotiations

3. Legal, contractual and ethical issues
   - Contract negotiation
   - Business law
   - Intellectual property law
   - Ethics & values – systems of compliance

4. Advanced film applications
   - Advanced character & narrative development
   - Advanced visual FX
   - Advanced Digital Film Technology
   - Advanced cinematography & directing
   - Edutainment

3. Major Project (BA) (SAE3200) (Film)

The major project is self-generated and may take one of many different forms. Through successful completion the student will exhibit their capacity to conduct independent research and manage a large-scale venture. The final deliverable will be of a calibre that will help progress the student into employment or postgraduate work. The project is intended to demonstrate a range of advanced skills in accordance with the requirements of a substantial level three project. Central to the module is an exploration of research methodologies and how they may be successfully employed. Students will develop a project proposal and submit this for approval. They will project manage all aspects involved in preliminary and planning phases through to realisation.

Summary of Topics:

- Potential avenues for research in the field
- Research methodologies relevant to the major project
- Development of project proposal & resources for the research project
- Advanced project development & management skills
**Multimedia Production - Course Structure**

### 1st Year - Diploma in Multimedia Production

**Semester 1**
- **DES102**: Communication Design
- **MED101**: Digital Audio & Video Production
- **DEV101**: Multimedia Development I
- **DES101**: Principles of Design

**Semester 2**
- **INT201**: Narrative and Character Development
- **DES103**: Interface Design
- **MED102**: Principles of 2D Animation
- **DEV201**: Multimedia Development II

**Semester 3**
- **INT202**: Scripting and Storyboarding
- **MED103**: Principles of 3D Modelling
- **DES301**: Interaction Design
- **DEV202**: Multimedia Development III

**Semester 4**
- **DEV301**: Multimedia Development IV
- **AMM304**: Multimedia Project

**Point of completion for Diploma in Multimedia Production**

### 2nd Year - Bachelor of Arts (Hons) in Web Development

**Semester 5**
- **SAE2000**: Creative Media Practice

**Semester 6**
- **SAE3130**: Advanced Web Practice

**Semester 7**
- **SAE3200**: Major Project (BA) (Web Development)

**Point of completion for Bachelor of Arts (Hons) in Web Development**

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**Multimedia Production Units**

**First Year - Diploma Level**

**DES101 – Principles of Design**
A foundation unit in the application of design principles and elements that is fundamental to all design activities. Students will enhance their knowledge and skills to effectively apply these principles and elements as well as critically evaluate their design processes.

**DES102 – Communication Design**
This unit introduces the key elements of communication that facilitate effective communication on a personal and professional basis. Students will examine communication theories and apply these practically for effective communication particularly within the multimedia and interactive entertainment environments.

**MED101 - Digital Audio and Video Production** In this unit, the theoretical and practical implications of the use of digital video and audio are examined. Students will be provided with a range of skills and theoretical knowledge necessary for the production of digital video and audio.

**DEV101 - Multimedia Development I**
In this unit, students are introduced to authoring fundamentals. Students will study the core elements of authoring multimedia and the factors that affect multimedia product development. Topics include working with timelines, creating reusable objects, working to constraints of media and creating a variety of output formats.

**INT201 - Narrative & Character Development** A unit focused on the development of character and narrative flow for films and games. Students will study how narrative is structured in many media and explore the basic principles of character development and the strategies to implement characters into an entertainment narrative.

**DES103 – Interface Design**
Students are introduced to key theories, concepts and methodologies in user interface design. They will critically analyse, evaluate and develop a range of multimedia interfaces to develop an understanding of how to design interfaces that are interactive, engaging and appropriate for specified target groups.

**MED102 - Principles of 2D Animation**
This is an introductory unit in 2D animation. Students will study the historical context of 2D animation, its current applications, animation principles, and styles and
methods of animation – with emphasis on 2D digital animation.

DEV201 - Multimedia Development II
In this unit, students are introduced to programming fundamentals. Students will study the core elements of programming, the factors that affect application development and basic problem solving strategies. Topics include, syntax, variable declarations, data types, control structures and modular design.

INT202 - Scripting & Storyboarding
This unit will introduce students to the concepts and practices of developing and actualising scripts and storyboards for projects in many media.

MED103 - Principles of 3D Modelling
MED 1103 is an introductory course in 3D modelling. In this course, students will be exposed to a wide range of tools used in 3D modelling, and will develop skills in the construction and manipulation of 3D models.

DES201 - Interaction Design
Focuses the student's design studies on the theories, strategies and constructs that inform the effective, functional, user-friendly interaction. Includes the design, development and evaluation of different interactions within the context of applied multimedia environments.

DEV202 - Multimedia Development III
Multimedia Development III introduces students to advanced multimedia development theories, techniques, and practices that will examine scripting languages used in contemporary authoring environments for high-level interactivity and media control. Emerging delivery technologies will also be examined.

DEV301 - Multimedia Development IV
This unit will provide students with the understanding of server side architecture and a variety of server side technologies. Students will explore the process of development for web based applications. Problems of maintaining state, persistence of variables, both within and across applications will be examined and analysed. Effective scripting and programming technologies will be compared and contrasted.

AMM304 - Multimedia Project
Requires students to complete all necessary activities to produce a client-driven multimedia product.

Second Year - Degree Level

The second stage of the Bachelor of Arts (Hons) in Web Development builds on the solid design skills gained in the Diploma in Multimedia Production. The program allows students to broaden their creative horizons and undertake substantial self-initiated, web and multimedia design projects, underpinned by a strong industry and academic focus, that will help them build an enduring career. Supported by Middlesex University’s revolutionary pedagogy of Learning Narratives (LUNs), featuring a flat, open structured Triple Module approach, the web development student can flexibly pitch and undertake project driven course initiatives. Designers and developers who wish to upgrade their qualifications and undertake specialized research and development can also apply to enter this second year program.

1. Creative Media Practice (SAE2000)
This module aims to position web and multimedia development knowledge and skills, acquired during the diploma phase, into a wider industry and cultural context. Students will take their existing skills and adapt them for targeted markets, cultures and platforms, challenging them to pitch and design web and multimedia projects requiring the identification, exploration and application of new skills, techniques and insights. Assessment for this module requires students to complete a substantial design portfolio coupled with an in-depth investigation into targeted media platform, culture and audience.

Summary of Topics:
1) Structure of the creative media industries
• Positioning in the industry
• Technology, communication & media
• Literate vs non-literate culture
• Publishing & dawn of the industry
• Analog culture
• Rise of mass entertainment
• Corporate structure of the media industry
• Computing & digital culture
• Convergence culture/fan culture
• Global culture industry.
2) Culture, cultural product and consumer
• Culture & cultural object
• Perceptual & structural variables
• Genre cultures
• Decoding culture
• Metaphors and Controlling Ideas
• Hits analysis and WOWs
3) Pitching and marketing
Creating an “image” in the industry
• Target audiences & market research
• Target media – mass & online media,
• Press-kit components
• Networking and scenes
• Marketing strategies
• Crafting the pitch
4) Related disciplines
• Written and oral communication
• Academic foundations - Referencing & plagiarism
• Identifying related disciplines
• Using Libraries and the Internet
• Introduction to research methods

2. Advanced Web Practice (SAE3130)
This module builds on previous knowledge and skills by engaging in more conceptually and technically advanced and specialized web development challenges. Students are encouraged to identify, explore and evaluate advanced web applications through lectures, workshops, research and by managing a professional project. In their assessment, they are required to examine the tensions between creative web development and the legal, contractual and ethical requirements for professional practice. Students explore options for their continued professional development through direct research in their local and regional industries. They are encouraged to seek professional placement and to pitch creative ideas and projects to industry players.

Summary of Topics:
1) Continuing professional development
• Professional attitudes
• Defining yourself as a business entity,
• Researching opportunities in the industry
• Industry investigation & attachment activity
• Developing your portfolio & CV
2) Business & project management
• Business models
• Financial strategies
• Models of project management
• Leadership and teamwork
• Quality assurance & quality management
• Deals and negotiations
3) Legal, contractual and ethical issues
• Contract negotiation
• Business law
• Intellectual property law
• Ethics & values – systems of compliance
4) Advanced web applications
• Narrative, character & the web
• Advanced visual design
• Advanced web Technology
• Edutainment, Semantic web applications, Others

3. Major Project (BA) (SAE3200) (Web Development)
The major project is self-generated and may take one of many different forms. Through successful completion the student will exhibit their capacity to conduct independent research and manage a large-scale venture. The final deliverable will be of a calibre that will help progress the student into employment or postgraduate work. The project is intended to demonstrate a range of advanced skills in accordance with the requirements of a substantial level three project. Central to the module is an exploration of research methodologies and how they may be successfully employed. Students will develop a project proposal and submit this for approval. They will project manage all aspects involved in preliminary and planning phases through to realisation.

Summary of Topics:
• Potential avenues for research in the field
• Research methodologies relevant to the major project
• Development of project proposal & resources for the research project
• Advanced project development & management skills
## Interactive Animation - Course Structure

### 1st Year - Diploma of Screen (Animation)

<table>
<thead>
<tr>
<th>Semester 1</th>
<th>Semester 2</th>
<th>Semester 3</th>
<th>Semester 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>100.1: Communications and Computer Technologies</td>
<td>101.1: Introduction to Digital Imaging</td>
<td>104.1: Principles of 2D Animation</td>
<td>201.1: Interactive Animation</td>
</tr>
<tr>
<td>101.1: Introduction to Digital Imaging</td>
<td>103.1: Design for Interactive Entertainment</td>
<td>204.1: Advanced 2D Animation</td>
<td>202.1: Modelling Digital Environment</td>
</tr>
<tr>
<td>100.2: Digital Audio and Video Production</td>
<td>101.2: Principles of 3D Modelling</td>
<td>201.2: Advanced 3D Animation</td>
<td>202.2: Interactive Entertainment Project</td>
</tr>
<tr>
<td>102.2: Fundamentals of Drawing</td>
<td>203.1: Introduction to Game Design</td>
<td>202.1: Game Level Design</td>
<td></td>
</tr>
</tbody>
</table>

### Point of completion for Diploma of Screen (Animation)

### 2nd Year - Bachelor of Arts (Hons) in Interactive Animation

<table>
<thead>
<tr>
<th>Semester 5</th>
<th>Semester 6</th>
<th>Semester 7</th>
</tr>
</thead>
<tbody>
<tr>
<td>SAE2000: Creative Media Practice</td>
<td>SAE3140: Advanced Animation Practice</td>
<td>SAE3200: Major Project (BA) (Animation)</td>
</tr>
</tbody>
</table>

### Point of completion for Bachelor of Arts (Hons) in Interactive Animation

### INTERACTIVE ANIMATION UNITS

#### First Year - Diploma Level

**Module 100 Basic Media Studies**

100.1 Communications & Computer Technologies: This unit aims to build fundamental technological skills and associated cognitive abilities required for participation in the creative media industry. Emphasis is placed on developing a clear understanding of the role and function of computer technology in society, and competence in handling hardware and software applications as they relate to communications, information gathering and dissemination to the market.

100.2 Digital Audio & Video Production: In this unit, the theoretical and practical implications of the use of digital video and audio are examined. Students will be provided with a range of skills and theoretical knowledge necessary for the production of digital video and audio.

### Module 101: Introduction To Computer Graphics

101.1 Introduction to Digital Imaging: A foundation course in the application of design principles and elements that is fundamental to all design activities. Students will enhance their knowledge and skills to effectively apply these principles and elements as well as critically evaluate their design processes.

101.2 Principles of 3D Modelling: An introductory course in 3D modelling. In this course, students will be exposed to a wide range of tools used in 3D modelling, and will develop skills in the construction and manipulation of 3D models.

### Module 102: Concept Development

102.1 Scriptwriting & Storyboarding: This unit will introduce students to the concepts and practices of developing and actualising scripts and storyboards for projects in many media. The use of scripts, storyboards and animatics for different purposes and outcomes will also be examined and applied.

102.2 Fundamentals of Drawing

Students are introduced to the concepts and methodologies of drawing using a variety of media and concentrating on drawing from life, character design and construction.

### Module 103: Introduction to Game Design

103.1 Design for Interactive Entertainment

Students are introduced to key theories, concepts and methodologies in design for interactive entertainment. They will critically analyse and evaluate a range of games and digital entertainment artifacts to develop an understanding of how to
design interactive applications that are engaging, entertaining and targeted.

103.2 Game Level Design: Students are introduced to key theories, concepts, and methodologies of designing effective levels for a variety of different game types. Students examine the processes and issues involved. Students will undertake and report on research they have done, as well as produce examples of level design.

Module 104: 2D Animation

104.1 Principles of 2D Animation: This is an introductory unit in 2D animation. Students will study the historical context of 2D animation, its current applications, animation principles, and styles and methods of animation – with emphasis on 2D digital animation.

104.2 Advanced 2D Animation: This unit builds on MED102: Principles of 2D Animation and focuses on the development of advanced 2D animation skills. Students will develop character animation techniques, use sound to enhance animation, and develop knowledge and skills in character drawing, depicting weight and motion, keyframe animation, in betweening, and lip-synchng.

Module 201: 3D Animation

201.1 Interactive Animation: This unit explores the creation of interactive animation for games and simulations. It examines user expectations and human-computer interaction, looking at the most effective methods of creating animation that reacts to events.

201.2 Advanced 3D Animation: This unit builds on MED103: Principles of 3D Modelling and focuses on the design of 3D character set-ups, the fundamentals of lighting, lip-synchng and composition, and advances the traditional animation principles as applied to 3D animation.

Module 202: Animation Production

202.1 Modelling Digital Environments: This unit introduces students to the concepts and practices used in creating digital environments for use in computer games and film and television. Students will examine the relationship between characters, their environment, and its influence on game play and storytelling.

202.2 Interactive Entertainment Project: Requires students to complete the design of a client-driven project in the field of entertainment. Incorporating the key elements of their field of study, Students are to maintain a record of their work and produce a report on and presentation of their design activities.

Second Year - Degree Level

The second stage of the Bachelor of Arts (Hons) in Interactive Animation builds on the solid animation skills gained in the Diploma of Screen (Animation). The program allows students to broaden their creative horizons and undertake substantial self-initiated, animation projects, underpinned by a strong industry and academic focus, that will help them build an enduring career as a 21st Century Animator. Supported by Middlesex University’s revolutionary pedagogy of Learning Narratives (LUNs), featuring a flat, open structured Triple Module approach, the animation student can flexibly pitch and undertake project driven course initiatives. Animators who wish to upgrade their qualifications and undertake specialized research and development can also apply to enter this second year program.

1. Creative Media Practice (SAE2000) This module aims to position animation knowledge and skills, acquired during the diploma phase, into a wider industry and cultural context. Students will take their existing skills and adapt them for targeted markets, cultures and platforms, challenging them to pitch and design animation projects requiring the identification, exploration and application of new skills, techniques and insights. Assessment for this module requires students to complete a substantial animation portfolio coupled with an in-depth investigation into targeted media platform, culture and audience.

Summary of Topics:
1) Structure of the creative media industries
   • Positioning in the industry
   • Technology, communication & media
   • Literate vs non-literate culture
   • Publishing & dawn of the industry
   • Analog culture
   • Rise of mass entertainment
   • Corporate structure of the media industry
   • Computing & digital culture
   • Convergence culture/fan culture
   • Global cultural exchange
2) Culture, cultural product and consumer
   • Culture & cultural object
   • Perceptual & structural variables
   • Genre cultures
   • Decoding culture
   • Metaphors and Controlling Ideas
   • Hits analysis and WOWs
3) Pitching and marketing
   Creating an “image” in the industry
   • Target audiences & market research
   • Target media – mass & online media,
   • Press-kit components
   • Networking and scenes
   • Marketing strategies
   • Crafting the pitch
4) Related disciplines
   • Written and oral communication
   • Academic foundations - Referencing & plagiarism
   • Identifying related disciplines
   • Using Libraries and the Internet
   • Introduction to research methods

2. Advanced Animation Practice (SAE3140) This module builds on previous knowledge and skills by engaging in more conceptually and technically advanced and specialized animation challenges. Students are encouraged to identify, explore and evaluate advanced animation applications through lectures, workshops, research and by managing a professional project. In their assessment, they are required to examine the tensions between creative animation production and the legal, contractual and ethical requirements for professional practice. Students explore options for their continued professional development through direct research in their local and regional industries. They are encouraged to seek professional placement and to pitch creative ideas and projects to industry players.

Summary of Topics:
1) Continuing professional development
   • Professional attitudes
   • Defining yourself as a business entity,
   • Researching opportunities in the industry
   • Industry investigation & attachment activity
   • Developing your portfolio & CV
2) Business & project management
   • Business models
   • Financial strategies
   • Models of project management
   • Leadership and teamwork
   • Quality assurance & quality management
   • Deals and negotiations
3) Legal, contractual and ethical issues
   • Contract negotiation
   • Business law
   • Intellectual property law
   • Ethics & values – systems of compliance
4) Advanced animation applications
   • Advanced character & narrative develop-
   • Advanced visual FX
   • Advanced Animation Technology
   • Edutainment

3. Major Project (BA) (SAE3200) (Animation)

The major project is self-generated and may take one of many different forms. Through successful completion the student will exhibit their capacity to conduct independent research and manage a large-scale venture. The final deliverable will be of a calibre that will help progress the student into employment or postgraduate work. The project is intended to demonstrate a range of advanced skills in accordance with the requirements of a substantial level three project. Central to the module is an exploration of research methodologies and how they may be successfully employed. Students will develop a project proposal and submit this for approval. They will project manage all aspects involved in preliminary and planning phases through to realisation.

Summary of Topics:
• Potential avenues for research in the field
• Research methodologies relevant to the major project
• Development of project proposal & resources for the research project
• Advanced project development & management skills
GAMES PROGRAMMING

OVERVIEW

Games Programming - Course Structure

1st Year - Diploma of IT (Games Programming)

<table>
<thead>
<tr>
<th>Semester 1</th>
<th>Semester 2</th>
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<tbody>
<tr>
<td>100.1: Communications and Computer Technologies</td>
<td>102.1: Scriptwriting and Storyboarding</td>
<td>104.2: Games Programming II</td>
<td>202.1: AI &amp; Agent Systems</td>
</tr>
<tr>
<td>101.1: Introduction to Digital Imaging</td>
<td>104.1: Games Programming I</td>
<td>103.2: Games Level Design</td>
<td>202.2: Interactive Entertainment Project</td>
</tr>
<tr>
<td>100.2: Object-Oriented Programming</td>
<td>103.1: Design for Interactive Entertainment</td>
<td>201.1: Mathematics of Game Programming</td>
<td></td>
</tr>
<tr>
<td>102.2: Games Systems Design</td>
<td>101.2: Principles of 3D Modelling</td>
<td>201.2: Games Programming III</td>
<td></td>
</tr>
</tbody>
</table>

Point of completion for Diploma of IT (Games Programming)

2nd Year - Bachelor of Science (Hons) in Games Programming

<table>
<thead>
<tr>
<th>Semester 5</th>
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<tr>
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<td>SAE3150: Advanced Games Development Practice</td>
<td>SAE3300: Major Project (BA) (Games)</td>
</tr>
</tbody>
</table>

Point of completion for Bachelor of Science (Hons) in Games Programming

GAMES PROGRAMMING UNITS

First Year - Diploma Level

Module 100 Basic Media Studies

100.1 Communications & Computer Technologies: This unit aims to build fundamental technological skills and associated cognitive abilities required for participation in the creative media industry. Emphasis is placed on developing a clear understanding of the role and function of computer technology in society, and competence in handling hardware and software applications as they relate to communications, information gathering and dissemination to the market.

100.2 Object Orientated Programming

In this unit, students are introduced to programming fundamentals for computer applications. Students will study the basic skills in the development of computer applications, as well as applying object-oriented concepts and modular programming techniques.

Module 101: Introduction To Computer Graphics

101.1 Introduction to Digital Imaging: A foundation course in the application of design principles and elements that is fundamental to all design activities. Students will enhance their knowledge and skills to effectively apply these principles and elements as well as critically evaluate their design processes.

101.2 Principles of 3D Modelling: An introductory unit in 3D modelling. In this course, students will be exposed to a wide range of tools used in 3D modelling, and will develop skills in the construction and manipulation of 3D models.

Module 102: Production Planning

102.1 Scriptwriting & Storyboarding: This course will introduce students to the concepts and practices of developing and actualising scripts and storyboards for projects in many media. The use of scripts, storyboards and animatics for different purposes and outcomes will also be examined and applied.

Module 103: Introduction to Games Design

103.1 Design for Interactive Entertainment

Students are introduced to key theories, concepts and methodologies in design for interactive entertainment. They will critically analyse and evaluate a range of games and digital entertainment artifacts to develop an understanding of how to design interactive applications that are engaging, entertaining and targeted.

102.2 Games Systems Design: Games Systems Design covers a range of industry-standard design techniques, which can be applied throughout a software development project at varying levels of abstraction.

Module 104: Introduction to Games Programming

104.1 Games Programming I

104.2 Games Programming II

104.3 Games Programming III

COURSE INFO

Qualification
Bachelor of Science (Hons) in Games Programming

Duration
12 months Diploma + 12 months Degree full-time

Qualification
Diploma of IT (Games Programming)

Duration
12 months full-time

Entry Requirements

Diploma & Degree:
- Completion of at least two GCE O-Level subjects including passing of English or equivalent or completion of SAE certificate; and
- Mature age of over 17 years;
- For international students:
  - IELTS overall band score 6.0 or above; or
  - TOEFL overall grade of 550 or above (paper-based); or
  - TOEFL overall grade of 213 or above (computer-based); or
  - TOEFL overall grade of 79 or above (internet-based); or
  - A high school transcript showing proof of satisfactory English to year 10 or higher.

Degree (2nd Year Only):
- Completion of SAE Diploma of IT (Games Programming) or equivalent; and
- Mature age of over 17 years;
- For international students:
  - IELTS overall band score 6.0 or above; or
  - TOEFL overall grade of 550 or above (paper-based); or
  - TOEFL overall grade of 213 or above (computer-based); or
  - TOEFL overall grade of 79 or above (internet-based); or
  - A high school transcript showing proof of satisfactory English to year 10 or higher.
Module 104: Introduction to Games Programming

104.1 Games Programming I: This is a foundation course in the application development of computer games. Students will study the core development processes involved in the creation of computer games and learn programming techniques used to develop 2D computer games using current game development techniques.

104.2 Games Programming II: This unit builds on and extends the student’s games programming skill set focusing on the development of 3D rendering techniques and games engines.

Module 201: Advanced Games Programming

201.1 Mathematics of Games Programming: A foundation unit in the application of mathematics for the development of game environments. Students will study the essentials of trigonometry, matrices, physics simulations and collision detection systems in the context of games and player actions.

201.2 Games Programming III: Students will study in the field of network programming, to aid in the development of multi-user environments. Students will be introduced to the basics of electronic communications, such as packets and communication protocols, and also the role entity management plays in a Multi-user game.

Module 202: Advanced Games Development

202.1 AI & Agent Systems: Focuses on the concepts of artificial intelligence (AI) and its specific use in relation to agents and agent systems within the computer games environment. Students will study several techniques in the field of AI and its application to the design and development of computer games.

202.2 Interactive Entertainment Project: Requires students to complete the design of a client-driven project in the field of entertainment. Incorporating the key elements of their field of study, students are to maintain a record of their work and produce a report on and presentation of their design activities.

The second stage of the Bachelor of Science (Hons) in Games Programming builds on the solid game development skills gained in the Diploma of IT (Games Programming). The program allows students to broaden their creative horizons and undertake substantial self-initiated, game development projects, underpinned by a strong industry and academic focus, that will help them build an enduring career as a 21st Century Games Programmer. Supported by Middlesex University’s revolutionary pedagogy of Learning Narratives (LUNs), featuring a flat, open structured Triple Module approach, the games programming student can flexibly pitch and undertake project driven course initiatives. Game Developers who wish to upgrade their qualifications and undertake specialized research and development can also apply to enter this second year program.

1. Creative Media Practice (SAE2000)
This module aims to position game development knowledge and skills, acquired during the diploma phase, into a wider industry and cultural context. Students will take their existing skills and adapt them for targeted markets, cultures and platforms, challenging them to pitch and design games projects requiring the identification, exploration and application of new skills, techniques and insights. Assessment for this module requires students to complete a substantial game development portfolio coupled with an in-depth investigation into targeted media platform, culture and audience.

Summary of Topics:
1) Structure of the creative media industries
- Positioning in the industry
- Technology, communication & media
- Literate vs non-literate culture
- Publishing & dawn of the industry
- Analog culture
- Rise of mass entertainment
- Corporate structure of the media industry
- Computing & digital culture
- Convergence culture/fan culture
- Global culture industry.

2) Culture, cultural product and consumer
- Culture & cultural object
- Perceptual & structural variables
- Genre cultures
- Decoding culture
- Metaphors and Controlling Ideas
- Hit analysis and WOWs

3) Pitching and marketing
Creating an “image” in the industry
- Target audiences & market research
- Target media – mass & online media,
- Press-kit components
- Networking aged diseases
- Marketing strategies
- Crafting the pitch

4) Related disciplines
- Written and oral communication
- Academic foundations - Referencing & plagiarism
- Identifying related disciplines
- Using Libraries and the Internet
- Introduction to research methods

2. Advanced Games Development Practice (SAE3150)
This module builds on previous knowledge and skills by engaging in more conceptually and technically advanced and specialized game development challenges. Students are encouraged to identify, explore and evaluate advanced audio applications through lectures, workshops, research and by managing a professional project. In their assessment, they are required to examine the tensions between creative audio production and the legal, contractual and ethical requirements for professional practice. Students explore options for their continued professional development through direct research in their local and regional industries. They are encouraged to seek professional placement and to pitch creative ideas and projects to industry players.

Summary of Topics:
1) Continuing professional development
- Professional attitudes
- Defining yourself as a business entity,
- Researching opportunities in the industry
- Industry investigation & attachment activity
- Developing your portfolio & CV

2) Business & project management
- Business models
- Financial strategies
- Models of project management
- Leadership and teamwork
- Quality assurance & quality management
- Deals and negotiations

3) Legal, contractual and ethical issues
- Contract negotiation
- Business law
- Intellectual property law
- Ethics & values – systems of compliance

4) Advanced Game Development applications
- Rapid Applications Development
- Advanced Game design
- Advanced Game Technology
- Edutainment,

3. Major Project (BA) (SAE3300) (Games)
The major project is self-generated and may take one of many different forms. Through successful completion the student will exhibit their capability to conduct independent research and manage a large-scale venture. The final deliverable will be of a calibre that will help progress the student into employment or postgraduate work. The project is intended to demonstrate a range of advanced skills in accordance with the requirements of a substantial level three project. Central to the module is an exploration of research methodologies and how they may be successfully employed. Students will develop a project proposal and submit this for approval. They will project manage all aspects involved in preliminary and planning phases through to realisation.

Summary of Topics:
- Potential avenues for research in the field
- Research methodologies relevant to the major project
- Development of project proposal & resources for the research project
- Advanced project development & management skills
SAE Institute is a world-class provider of audio, multimedia, games, animation and filmmaking education with a commitment to the principles of cultural diversity, equal opportunity and ethical work practices.

The following information is provided to ensure a clear understanding of SAE Institute’s operating policies and procedures and we encourage all prospective students to read these pages carefully. If you have any questions regarding the governance of SAE Institute’s programs, please contact your local Institute who will be glad to assist.

ADMISSION Applicants for all courses must be a minimum age of 17 years. All applicants should provide evidence of 10-12 years of school-level education. Applications are reviewed by Admissions and appropriate determinations made regarding applicants’ suitability for courses.

ENROLMENT IN PERSON Enrolment in person is accepted during office hours, preferably by appointment.

ENROLMENT BY MAIL Enrolment by mail will be accepted if all admission requirements have been met, pending the availability of selected courses.

COLLEGE TOURS The Institute is open daily for studio tours and career interviews. Arrangements for a personal inspection can be made by telephone.

PUBLIC HOLIDAYS Interruptions to our courses are kept to a minimum. The dates for all forthcoming holidays are displayed on Institute notice boards. The Institute observes all official public holidays.

RECOGNITION OF PRIOR LEARNING (RPL) Students enrolling in our programs may request credit for previous relevant training and substantial, demonstrable industry experience. If credit is given, program length may be shortened (applicable to local students only) and the tuition fees may also be reduced accordingly. Applicants will need to provide suitable evidence in order to qualify of recognition of prior learning and/or experience and credit is awarded at the discretion of the relevant Head of Department. For international students, the subsequent study undertaken with SAE Institute located in Singapore must be on a full-time basis. More details regarding RPL procedures and associated costs can be obtained from your local SAE Institute.

MUTUAL RECOGNITION SAE recognises the qualifications and statements of attainment issued by other Private Education Institution and Government Educational Facilities.

TEACHING METHODS Courses at SAE Institute are taught through a combination of formal lectures, seminars and tutorials. In addition, students are required to undertake a significant amount of supervised laboratory work utilising Institute practical facilities including computer workstations, audio, multimedia, animation, games and film studios.

ASSESSMENT METHODS Assessment methods adopted will be dependent upon the program for which a student is enrolled but will generally include written and oral examination, practical demonstration and assignments, and written submissions. Grading incorporates standard marking and competency-based criteria.

TEACHING HOURS One clock hour is equivalent to 50 minutes of teaching with a 10 minute break.

BREAKS Courses are scheduled continuously throughout the year except for Public Holidays and a two week break around July and December.

CLASS SIZES Most classes are limited to approximately 20 students. Studio time is usually allocated on an individual basis. Some special practical lectures are conducted in small groups.

PRACTICAL BOOKINGS Practical time is allocated on an individual or group basis and fully supervised by our qualified staff. Practical sessions can be booked by students on a weekly basis during the operating hours of the Institute. Practical assignments must be completed within the specified deadlines and attendance at supervised sessions is mandatory.

STUDENT SUPPORT Students may seek the advice from their Head of Department (HOD) or Academic Admin Services for any matters regarding attendance, tuition fees, vocational advice and academic progress. Management and other support staff are available by appointment.

LEARNING SUPPORT Students experiencing learning difficulties may request additional learning support. Appropriate support will be recommended on an individual basis after discussion with the Head of Department (HOD).

RETTAKES If a student fails a program, he or she may repeat the required units of the program. For international students this is subject to Singapore’s Immigration Authority’s student visa approval. The retaken portion need not be undertaken on a full-time basis but international students may only retake a program (or components thereof) once and in accordance to ICA’s regulations. Repeated sections will be billed at the program fee current at the time of retake.

PERSONAL DETAILS SAE Institute treats all student data as private and confidential and will, generally, only divulge such information to third parties when required to do so by law or for operational purposes. Parents and sponsors will only be provided with information if expressed, written permission has been granted by the student and students are required to advise such interested parties to this effect. In keeping with Singapore immigration law, certain student data may be communicated to Government authorities. Students are required to immediately inform the Institute of any changes to Singapore contact details. For International Students, failure to do so is considered a breach of visa conditions and will result in cancellation of the visa.

EMAIL ACCOUNT & CONTACT NUMBER Students are required to maintain an active email account and contact number whilst attending the Institute. This will be used to communicate course-related matters and students must ensure that SAE Institute is in possession of their current email address and contact number at all times.

FEES AND REFUND POLICIES Please refer to the Registration Agreement and the Student Contract.

ISSUE OF RECEIPTS For every payment made by the student to SAE Institute, the Institute shall issue a receipt to the student stipulating (i) the amount paid, (ii) the date of payment and (iii) the purpose of such payment (with a proper breakdown of the payment amount, where applicable).

ATTENDANCE REQUIREMENTS SAE Institute full-time courses require a minimum attendance of 20 - 25 hours per week for theoretical training, supervised practical laboratories, group work and relevant excursions. Taking into account additional self-directed study time, students may be required to commit to as many as 36 hours per week in total.

SAE Institute operates a minimum attendance requirement of 90% at all formal classes and practical sessions. Failure to meet this requirement, may result in a student not being allowed to continue with a course. In addition, the Institute is required, under Singapore law, to monitor foreign student attendance and report breaches of attendance regulations.

Non-attendance of classes or practical sessions does not release a student from their obligation to pay fees and does not constitute a course cancellation or deferment.
PROBATION A student who fails to achieve an adequate academic record will be placed on probation for a period up to 8 weeks. If the student’s academic performance does not improve in that period, he/she may be dismissed.

TRANSFERRING All or part of a program may be completed at any SAE Institute where a similar program is on offer, subject to certain conditions. Fees in credit will be transferred to the new location.

DEFERMENT and CANCELLATION Please refer to the Registration Agreement and Student Contract.

CHANGE OF PROGRAM SAE Institute reserves the right to change the content of a program in which students are enrolled to allow for new developments and techniques to be incorporated and inappropriate subjects and software to be omitted.

VISITORS RESPONSIBILITIES Visitors accompanying students to the Institute must abide by the rules and regulations of the Institute and register with Reception. Responsibility for all equipments and fixtures during sessions rests with the student. Guests’ personal equipment is not covered by the SAE insurance policies.

TAPES AND OTHER STORAGE MEDIA During the program, students will be required to provide media such as CD-ROMs and DVDs, tapes, discs, secondary storage and backup media including removable hard disk drives and other magnetic, solid-state or optical storage media for their personal use. This includes internal computer hard disk drives and multitrack audio tapes.

EQUIPMENT USE Students are responsible for the care and safekeeping of all equipment used during practical sessions. If equipment is lost or damaged because of a student’s failure to observe correct operating procedures or exercise due care, the student will be held liable for the cost of repairing or replacing the equipment.

EQUIPMENT BREAKDOWN In the event of equipment failure during a student’s practical session, the student should notify an SAE Technical Support Officer (TSO) giving full details of the malfunction. A student who loses practical time due to equipment breakdown, which has not resulted through any fault of their own, will have their practical time re-scheduled.

 RESERVED RIGHTS AND STUDENT CONDUCT Students are expected to conduct themselves in a responsible and considerate manner whilst studying in SAE Institute. If a student’s conduct is, in the opinion of the General Manager, unsuitable, SAE Institute reserves the right to expel a student. Expulsion may be necessary if:

• The student fails to comply with any of the Institute regulations detailed in this supplement or in material provided after course commencement (including the Student Handbook).
• Fees are not paid.
• The student makes racist or sexist remarks that are offensive to others.
• The student is absent from more than 10% of classes or the incidence of late attendance is more than 10% without medical certification or the prior approval of SAE staff.
• The student’s obvious lack of practice and enthusiasm causes a hindrance to the progress of the class.
• A student’s standard of personal hygiene is offensive to other students and staff.
• A student is found to be cheating.
• A student undertakes any illegal act whilst on Institute premises or is found guilty of such an act by a Court of Law whilst registered at the Institute.

These reserved rights are not exclusive.

GRADUATION REQUIREMENTS For students to graduate they must achieve a pass grade of 16 in all modules and have a minimum attendance record of 90%.

IDENTIFICATION CARD Current SAE Institute students will be provided with an identification card. The card is used to gain access to Institute facilities. Upon application, students must supply the Institute with 2 passport-size photographs and the student card deposit.

STUDENTS FEE PROTECTION SCHEME (FPS) SAE Institute hereby confirms and undertakes to the Student that it has in place a Fee Protection Scheme which is compulsory for PEIs that wish to collect more than two months of fees at a time from students.

The Fee Protection Scheme (FPS) serves to protect students’ fees in the event a SAE Institute is unable to continue operating due to insolvency, and/or regulatory closure. The Fee Protection Scheme also protects students if SAE Institute fails to pay penalties or return fees to the students arising from judgment made against it by the Singapore courts.

The insurance provider for SAE Institute located in Singapore is Lonpac Insurance BHD which is the appointed insurance company by Council for Private Education. The insurance fee is 3% (+7% GST) of the insured course fees* and it is payable to SAE Institute together with the course fee.

In the event of withdrawal by the student, the insurance fee will be refundable according to Lonpac Insurance BHD calculation.

For more details on FPS including its benefits, please visit www.cpe.gov.sg

*Scheduled fee consists of course fee excluding 7% GST.

SCHOOL AGE DEPENDENTS If you are intending to come to Singapore with school age dependents, you will be required to pay the full fees for their compulsory schooling.

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SCHOOL AGE DEPENDENTS If you are intending to come to Singapore with school age dependents, you will be required to pay the full fees for their compulsory schooling.
BEFORE YOU APPLY

The Application Form & Contract
The application form is available in a separate booklet called “Application Form & Fees”. Additional copies are available at the reception desk and downloadable at www.sae.edu

Applicants who have fulfilled the entry requirements will receive a notification of offer and a student contract for the course. Students will be required to sign the student contract and put in place a Fee Protection Scheme upon the first payment of the course fee and have the original completed contract signed and returned to SAE Institute. Please retain a copy for your records. Ensure that you have read and understood the terms of the Registration Agreement prior to making any payment towards your course.

How to Apply
Carefully read all documents before submitting any forms. Contact SAE Institute Student Admin Services to gain assistance in completing forms or to have any questions answered.
- Complete all the required sections throughout the Application Form and Registration Agreement.
- Print clearly in block letters, using a black or blue pen.
- Put an x in the appropriate boxes.
- Attach all required documentation.
- Retain a copy for your records and send the original via post or email to the SAE campus that you are applying to.

Closing Dates for Applications
Applications will be assessed for eligibility up until three (3) weeks for local students and eight (8) weeks for international students before the advertised commencement date of that course. Places in the course are capped and filled on a date-received priority. The earlier the application is made, the more likely the applicant is to receive a place in the course. If the student is not able to commence the course on the scheduled commencement date, they may postpone commencement by contacting SAE Institute Student Admin Services.

Essential Supporting Documents
All applications must include verified copies of the following documents, in English:
- Final transcripts of any secondary or tertiary studies indicating the units/subjects attempted and proof of completion.
- Photographic identification, including current contact information. (eg. Passport or NRIC or employment pass).
- 2 passport sized photographs
- English Language test results (if applicable).
- Malaysian ID (if applicable)

Please do not send original documents as they will not be returned.

Correctly Verified Documents
Copies of official documents included with the application must be in English and verified as being a true and accurate copy of the original. The records department of the institute that originally issued the document(s); or anyone currently employed as a professional can verify copies.

The person verifying the documents must write “This is a true copy of the original document sighted by me” and should sign and print the following details: name; address; daytime phone number; profession or occupation; profession or occupation number (where applicable); and the date verified.

Students Fee Protection Scheme (FPS)
SAE Institute hereby confirms and undertakes to the Student that it has in place a Fee Protection Scheme which is compulsory for PEIs that wish to collect more than two months of fees at a time from students.

The Fee Protection Scheme (FPS) serves to protect students’ fees in the event a SAE Institute is unable to continue operating due to insolvency, and/or regulatory closure. The Fee Protection Scheme also protects students if SAE Institute fails to pay penalties or return fees to the students arising from judgement made against it by the Singapore courts.

The insurance provider for SAE Institute located in Singapore is Lonzpac Insurance BHD which is the appointed insurance company by Council for Private Education. The insurance fee is 3% (+7% GST) of the insured course fees* and it is payable to SAE Institute together with the course fee

In the event of withdrawal by the student, the insurance fee will be refundable according to Lonzpac Insurance BHD calculation.

For more details on FPS including its benefits, please visit www.cpe.gov.sg

*Insured course fees consists of course fee excluding 7% GST.

Student Selection Procedures
SAE Institute endeavours to provide an environment where access to courses and financial support is not limited on the basis of age, gender or sexual or political orientation, marital status, national or ethnic background, religion or physical or intellectual disability.

Entry Requirements and Acceptance
Entry requirements are detailed in the course information sections throughout this prospectus. Admission to a program may be denied or cancelled if the applicant has not demonstrated sufficient proficiency in previous studies or if statements made by an applicant in their enrolment/admission forms or documents are shown to be false.

Acceptance of a place in a course, by signing and submitting the Student Registration Agreement to SAE Student Admin Services, shall be taken to constitute acceptance of all published regulations, policies and procedures pertaining to SAE programs. SAE Institute policies and procedures are published in the student handbook which is downloadable from the website.

English Language Proficiency
Applicants must be proficient in writing, reading and speaking English. Where the applicant’s first language is not English they must meet the English language proficiency requirements to be admitted into a course.

How to Pay Fees
For details on the amounts of each payment, please consult the separate Program Costs and Commencement Dates Document available in the Application Form & Fees booklet.

With the Fee Protection Scheme, SAE Institute may collect up to a year’s fees. Please contact the Student Admin Services for more details on methods and timing of payments if you intend to go for the upfront payment plan.

Payment of the application fee and course fees can be made by:
1. Bank cheque (in Singapore dollars), made payable to SAE Institute Pte Ltd
2. Money order
3. Cash (in person at SAE Institute)
4. Electronic bank transfer

Fee Payment
Account Name: SAE Institute Pte Ltd
Bank: United Overseas Bank Ltd
Code: 7375
Branch No.: 064
Account No.: 3773001101
Swift Code: UOVBSGSG
Address: 439-443 Geylang Road Singapore 389399

When paying by bank transfers, please supply full student name and course code as a reference so that your payment can be accurately traced to avoid delays. Please do not mail cash.

Policies and Procedures
A comprehensive list of policies and procedures are available in the student handbook and will be given on the first day of class (signed by all students). It is also downloadable from the website downloads.

Continuous Improvement and Changes
SAE Institute adopts a process of continuous improvement, therefore all courses, resources, equipment and units of study are subject to change.

SAE Institute reserves the right to vary the units of study offered in any semester.

Campus Contact
The Course Consultant and Student Admin Services, located at SAE Institute, are available to provide tours of the campus and personally assist applicants with their questions and SAE Institute application processes.

SAE Institute is located at:
The Riverwalk Galleria
20 Upper Circular Road #01-42/49
Singapore 058416
T: + 65 6333 4384
F: + 65 6333 4347

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**SAE ENROLLMENT PROCESS**

### Local Student

**Step 1**
Complete and Sign the Application Form and Registration Agreement, include copies of all supporting documents (please refer to pg.18). Submit your application to SAE Institute by courier or in person to SAE Institute campus. Students are to pay the application fee at this stage.

**Step 2**
SAE Institute will assess the application to check that all entry requirements, and where applicable course pre-requisites are met. Any credit (RPL or Advanced Standing) request will be processed.

**Step 3**
Notification of Offer and a Student Contract will be sent (via email) to applicants for their application.

**Step 4**
Pay the FPS and Full Course Fees according to instructions on page 18 of this booklet and in accordance with regulations relating to the Fee Protection Scheme. Prices are as published on the separate Program Cost and Commencement Dates section. Student Contract is to be submitted at this stage of the enrollment process.

**Step 5**
SAE Institute will issue a letter of acceptance to the applicant confirming that they have fulfilled admission requirements and is now a confirmed student at SAE Institute.

**Step 6**
Orientation is compulsory and occurs at all SAE campuses during the commencement week.

### International Student

**Step 1**
Complete and Sign the Application Form and Registration Agreement, include copies of all supporting documents (please refer to pg.18). Submit your application to SAE Institute by courier or in person to SAE Institute campus. Students are to pay the application fee at this stage.

**Step 2**
SAE Institute will assess the application to check that all entry requirements, and where applicable course pre-requisites are met. Any credit (RPL or Advanced Standing) request will be processed.

**Step 3**
Notification of Offer and a Student Contract will be sent (via email) to applicants for their application.

**Step 4**
Pay the FPS, and student pass application fee and Course Fees according to instructions on page 18 of this booklet and in accordance with regulations relating to the Fee Protection Scheme. Prices are as published on the separate Program Cost and Commencement Dates section. Contract is to be submitted at this stage of the enrollment process.

**Step 5**
SAE Institute will issue a letter of acceptance to the applicant confirming that they have fulfilled admission requirements and is now a confirmed student at SAE Institute.

**Step 6**
Orientation is compulsory and occurs at all SAE campuses during the commencement week.

**IMPORTANT NOTE FOR INTERNATIONAL STUDENTS:**
International student applications need to be made at least 2 months (8 weeks) prior to course commencement as the student visa application may take up to 2 months. Registration received 7 weeks or less prior to course commencement can not be guaranteed.